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Cathy Jain Releases new single 'green screen' | Taken from the debut EP 'artificial' due 5th Nov via YALA!

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★ Cathy Jain



Hot on the heels of her standout debut single **‘cool kid’**, and recent E.P title track **‘artifical’** hotly tipped 17-year-old **YALA! Records** signee **Cathy Jain** has today shared her brand new single ‘green screen’; the latest cut from her highly anticipated forthcoming **debut E.P ‘Artificial’**.

Echoing the modernist pop of **Billie Eilish**, the production flair of **Frank Ocean**’s more soothing moments, and **Lana Del Rey**’s nostalgia for the recent past; **‘green screen’** continues Cathy’s long distance collaboration with artist/producer **Heron @ Cracked Analogue** (based in India) who has co-written, produced and mixed all of her hazy, sun-kissed, R&B-tinged alt-pop tracks to date.

cool kid immediately made an impact on its release. Following a first play from 6Music’s **Lauren Laverne**, additional support came from **Steve Lamacq**, and **Radio 1**; adding the track to their

coveted **Introducing playlist**; garnering big on-air talk ups from **Annie Mac**, **Clara Amfo** and **Greg James**, while **Jack Saunders** subsequently named it as his **Next Wave** pick. The track also made its way onto major playlists across **Amazon Music**, **Apple Music**, **Deezer** and **Spotify**.

Glowing write-up’s from, **Clash**, **Line Of Best Fit** and **NME** added to the groundswell of support from leading industry tastemakers.

Cathy now builds on that flying momentum with the news that her highly anticipated **debut E.P ‘Artificial’** will be released on **November 5th**, with **‘green screen’** the latest offering to showcase her singular voice, remarkable song craft and bedroom production skills that suggests an artist on the cusp of a major breakthrough.

You can pre-order very limited vinyl **here**, or alternatively pre-save on streaming platforms **here**.

*"I wanted to write something with a more epic vibe" explains **Cathy**. "When I began working on green screen I gradually built in layer after layer of vocal harmonies and instrumentation to build the track up. I was aiming for a blissful, almost psychedelic experience that resonates with the theme of the song about how even authentic emotions can often feel fake or derivative." "Together, the four tracks take a look at how we define what is really "real" when we spend so much of our time either in our own heads or in a virtual world online."*

Cathy Jain was raised in China before relocating to the UK at the age of 13. She not only speaks fluent Chinese, but also plays the traditional instrument the guzheng, which reiterates her diverse talents as a musician, vocalist, producer and songwriter.

In the wake of a handful of recent live shows, including a standout performance at Latitude, news on forthcoming additional dates will follow shortly.

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